

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986 2

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE				
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.		
					Households (000)	Share %							Households (000)	Share %				
EVENING																		
ABC BUSINESS BRIEF-WED	8:58	01 WED.	A		8,420	9.8	17	161	84	LOVE BOAT	9:00	120 FRI.	A	10,140	11.8	22	183	95
ABC BUSINESS BRIEF-FRI	8:44	01 FRI.	A		10,220	11.9	24	177	86	MAGGYVER	9:00	60 WED.	A	9,530	11.1	18	180	96
ABC MONDAY NIGHT BASEBALL	8:00	187 MON.	A		8,930	10.4	18	207	99	MAGNUM, P.I.	9:00	60 TUE.	C	10,140	11.8	19	204	98
ABC NEWSBRIEF-MON	8:04	01 MON.	A		7,300	8.5	16	194	94	MR. BELVEDERE	8:30	30 FRI.	A	11,340	13.2	26	193	95
ABC NEWSBRIEF-TUE	9:58	01 TUE.	A		12,370	14.4	23	177	90	MR. SUNSHINE	8:30	30 WED.	A	8,930	10.4	18	178	95
ABC NEWSBRIEF-WED	9:57	02 WED.	A		6,870	8.0	13	155	86	MOONLIGHTING	9:00	60 TUE.	A	16,240	18.9	31	205	99
ABC NEWSBRIEF-THU	9:58	01 THU.	A		6,100	7.1	12	174	88	MURDER, SHE WROTE	8:00	60 SUN.	C	13,060	15.2	31	190	96
ABC NEWSBRIEF-FRI	10:07	01 FRI.	A		8,930	10.4	20	170	88	NBC MONDAY NIGHT MOVIES	9:00	120 MON.	N	10,650	12.4	21	198	99
ABC NEWSBRIEF-SAT.	9:47	01 SAT.	A		7,390	8.8	17	172	89	NBC NEWS DIGEST-M-F	VAR	01 M-TH	N	9,880	11.5	20	149	77
ABC NEWSBRIEF-SUN.	9:54	01 SUN.	A		8,930	10.4	19	140	82	NBC NEWS DIGEST-2-M-F	9:58	01 TU&TH	N	9,280	10.8	18	182	85
ABC SATURDAY NIGHT MOVIE	9:00	120 SAT.	A		7,560	8.8	18	190	93	NBC NEWS DIGEST-SAT	8:58	01 SAT.	N	8,760	10.2	20	158	80
ABC SPORTS UPDATE-SAT	8:58	01 SAT.	A		4,470	5.2	10	176	87	NBC NEWS DIGEST-2-SAT.	9:58	01 SAT.	N	7,300	8.5	17	166	83
ABC SPORTS UPDATE-SUN	8:29	01 SUN.	A		6,960	8.1	17	187	93	NBC NEWS DIGEST-SUN	8:58	01 SUN.	N	7,220	8.4	16	154	78
ABC SUNDAY NIGHT MOVIE	9:00	106 SUN.	A		9,790	11.4	22	152	88	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	6,180	7.2	19	177	94
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A		8,850	10.3	21	208	99	NBC NIGHTLY NEWS-SUN	6:30	30 SUN.	N	6,440	7.5	19	176	93
ABC WRLD NEWS TONIGHT-SAT	6:30	30 SAT.	A		5,070	5.9	15	192	96	NBC NIGHTLY NEWS	6:30	30 M-F	N	8,590	10.0	21	201	97
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A		4,640	5.4	14	162	86	NBC SUNDAY NIGHT MOVIE	9:00	120 SUN.	N	5,870	6.6	13	166	87
AMAZING STORIES	8:30	30 MON.	N		12,030	14.0	24	208	99	NEWHART	9:30	30 MON.	C	16,060	18.7	30	207	99
AMERICAN PORTRAIT	8:58	01 MTUTH	C		10,310	12.0	20	202	96	NEWSBREAK-M-F	VAR	01 M-F	C	7,220	8.4	14	158	74
BENSON	8:30	30 SAT.	A		4,550	5.3	11	188	92	NEWSBREAK-SAT.	10:41	01 SAT.	C	8,330	9.7	20	187	89
BILL COSBY SHOW	8:00	30 THU.	N		21,990	25.6	45	216	99	NEWSBREAK-SUN.	10:01	01 SUN.	C	8,930	10.4	19	126	70
CAGNEY & LACEY	10:00	60 MON.	C		13,230	15.4	27	208	99	+ NFL PRE-SEASON FTBL(S)	9:00	193 SAT.	C	9,790	11.4	25	201	99
CBS EVENING NEWS-RATHER	6:30	30 M-F	C		9,530	11.1	23	207	99	+ NFL PRE-SEAS FTBL-NBC-FRI(S)	8:00	188 FRI.	N	7,300	8.5	17	208	98
CBS EVENING NEWS-SUNDAY	6:00	30 SUN.	C		5,330	6.2	16	182	88	NIGHT COURT	9:30	30 THU.	N	17,440	20.3	35	204	99
CBS FRIDAY NIGHT MOVIES	9:00	120 FRI.	C		9,360	10.9	21	187	93	1986	10:00	60 TUE.	N	9,280	10.8	19	202	99
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C		5,500	6.4	17	169	92	PERFECT STRANGERS	8:00	30 WED.	A	9,960	11.6	21	176	95
CBS SPECIAL MOVIE PRSNT-W(S)	8:00	120 WED.	C		7,820	9.1	16	181	95	+ POWERS PLAY(S)	8:00	60 SAT.	C	7,220	8.4	18	178	93
CBS SUNDAY NIGHT MOVIE(B)	9:00	120 SUN.	C		11,420	13.3	25	137	83	PRICE IS RIGHT	8:00	60 THU.	C	8,680	10.1	18	201	98
CHEERS	9:00	30 THU.	N		18,640	21.7	37	208	99	PUNKY BREWSTER	7:30	30 SUN.	N	6,360	7.4	17	184	93
CRAZY LIKE A FOX	9:00	60 THU.	C		11,510	13.4	23	201	98	RIPLEY'S BELIEVE IT-NOT	8:00	60 THU.	A	5,580	6.5	11	188	96
D.C. COP(S)	10:00	60 WED.	C		8,590	10.0	18	180	95	ST. ELSEWHERE	10:00	60 WED.	N	8,590	10.0	18	181	87
DIFFERENT STROKES	8:00	30 SAT.	A		5,070	5.9	13	187	93	SCARECROW & MRS. KING	8:00	60 MON.	C	12,200	14.2	25	206	99
DISNEY SUNDAY MOVIE	7:00	120 SUN.	A		6,960	8.1	17	202	99	SILVER SPOONS	7:00	30 SUN.	N	6,270	7.3	18	183	92
DYNASTY II: COLBYS	9:00	60 THU.	A		4,550	5.3	9	201	98	SIMON & SIMON	8:00	60 TUE.	C	9,110	10.6	18	202	97
EQUALIZER	10:00	60 TUE.	C		11,080	12.9	23	203	97	60 MINUTES	7:00	60 SUN.	C	11,940	13.9	32	206	99
FACTS OF LIFE	8:00	30 SAT.	N		8,250	9.6	21	200	97	SPENSER: FOR HIRE	10:00	60 TUE.	A	11,420	13.3	24	206	99
FAMILY TIES	8:30	30 THU.	N		20,530	23.9	41	215	99	+ SPITTING IMAGE PART 1(S)	9:30	30 SAT.	N	10,570	12.3	24	196	95
GIMME A BREAK	9:00	30 WED.	N		12,710	14.8	25	176	95	SPORTSBREAK-SAT	8:58	01 SAT.	C	6,960	8.1	17	193	94
GOLDEN GIRLS	9:00	30 SAT.	N		14,430	16.8	32	204	96	SPORTSBREAK-SUN	8:58	01 SUN.	C	9,880	11.5	22	179	89
GROWING PAINS	8:30	30 TUE.	A		15,460	18.0	30	205	99	+ TV BLOOPERS-PRAC JOKES SP(S)	8:00	60 SUN.	N	8,330	9.7	19	194	96
HIGHWAY TO HEAVEN	8:00	60 WED.	N		11,600	13.5	24	190	95	TRAPPER JOHN, M.D.	10:00	60 THU.	C	9,280	10.8	20	203	97
HILL STREET BLUES	10:00	60 THU.	N		9,880	11.5	22	204	90	20/20	10:00	60 THU.	A	12,630	14.7	28	210	99
HOTEL	10:00	60 WED.	A		8,850	10.3	19	182	96	TUESDAY MOVIE OF THE WEEK	8:00	120 TUE.	N	9,620	11.2	19	195	97
HUNTER	10:00	60 SAT.	N		8,160	9.5	20	199	97	TWILIGHT ZONE	8:00	60 FRI.	C	8,250	9.6	19	197	97
KATE & ALLIE	9:00	30 MON.	C		15,630	18.2	30	206	99	227	8:30	30 SAT.	N	9,790	11.4	23	198	96

Partial time interruption within program.

Includes delays which occurred after the week covered by this report.

Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 85,900,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986

New York Time					NIELSEN AVERAGE AUDIENCE					New York Time					NIELSEN AVERAGE AUDIENCE				
Program Name	Duration	Day	Ntwk		Households (000)	Share %	Share %	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk		Households (000)	Share %	Share %	No. Sta.	Prog. Covg.
EVENING (CONT)																			
VALERIE	8:00	30	MON.	N	11,420	13.3	24	207	99	ANOTHER WORLD	2:00	60	M-F	N	4,640	5.4	18	206	99
WEBSTER	8:00	30	FRI.	A	10,650	12.4	26	197	95	AS THE WORLD TURNS	1:30	60	M-F	C	6,270	7.3	24	206	99
WHO'S THE BOSS?	8:00	30	TUE.	A	14,600	17.0	30	205	99	CAPITOL	2:30	30	M-F	C	4,380	5.1	17	197	94
YOU AGAIN ?	9:30	30	WED.	N	13,490	15.7	26	178	96	CBS EARLY MORNING NEWS	6:30	30	M-F	C	1,120	1.3	16	143	91
NUMBER OF PROGRAMS	94																		
LATE FRINGE																			
ABC NEWS-NIGHTLINE	VAR	VAR	M-F	A	4,300	5.0	15	200	98	CBS MORNING NEWS 2	8:30	30	M-F	C	2,410	2.8	12	202	99
ABC NEWS-NIGHTLINE MO.(B)	12:00	15	MON.	A	3,090	3.6	13	202	98	DAYS OF OUR LIVES	1:00	60	M-F	N	6,870	8.0	26	210	99
ABC WEEKEND REPORT-SAT.	11:30	15	SAT.	A	2,150	2.5	7	140	80	DOUBLE TALK	11:30	30	M-F	A	1,720	2.0	8	167	83
ABC WEEKEND REPORT-SUN(B)	11:30	15	SUN.	A	2,490	2.9	9	112	72	FAMILY TIES M-F	10:00	30	M-F	N	4,550	5.3	20	164	91
CBS LATE NIGHT I	VAR	VAR	M-F	C	3,010	3.5	16	185	93	GENERAL HOSPITAL	3:00	60	M-F	A	7,130	8.3	27	207	99
CBS LATE NIGHT II	VAR	VAR	M-F	C	2,230	2.6	19	185	93	GOOD MORNING, AMERICA-730	7:30	30	M-F	A	3,520	4.1	22	206	99
CBS NEWS NIGHTWATCH-1	2:00	30	M-THSUC		690	.8	9	47	46	GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,690	4.3	18	204	99
CBS NEWS NIGHTWATCH-2	2:30	30	M-THSUC		770	.9	12	66	63	GUIDING LIGHT	3:00	60	M-F	C	5,670	6.6	21	207	99
CBS NEWS NIGHTWATCH-3	3:00	180	M-TH	C	690	.8	16	92	83	LIFESTYLES-RICH & FAM-M-F	11:00	30	M-F	A	2,150	2.5	10	170	84
CBS NIGHTWATCH-3-SUN(B)	3:00	180	SUN.	C	520	.6	11	65	67	LOVING	12:30	30	M-F	A	3,350	3.9	14	183	93
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	3,350	3.9	10	89	56	NBC NEWS AT SUNRISE	6:30	30	M-F	N	1,890	2.2	21	193	97
DAVID LETTERMAN I	12:30	30	M-TH	N	3,520	4.1	22	204	99	NBC NEWS DIGEST-DAYTIME	2:57	01	M-F	N	4,380	5.1	17	192	95
DAVID LETTERMAN II	1:00	30	M-TH	N	2,580	3.0	20	204	99	NEW CARD SHARKS	10:30	30	M-F	C	3,950	4.6	18	168	84
FRIDAY NIGHT VIDEOS	12:39	90	FRI.	N	3,010	3.5	18	188	96	NEWSBREAK-1157	11:57	02	M-F	C	5,840	6.8	25	181	86
G MICHAELS SPORTS MACHINE	11:30	15	SUN.	N	860	1.0	3	66	46	NEWSBREAK-344	VAR	01	M-F	C	4,900	5.7	18	195	96
LIFESTYLES-RICH & FAM-12M	VAR	30	M-F	A	940	1.1	4	83	56	ONE LIFE TO LIVE	2:00	60	M-F	A	6,610	7.7	26	208	99
SATURDAY NIGHT	11:30	80	SAT.	N	4,470	5.2	18	194	98	PRESS YOUR LUCK	4:00	30	M-F	C	1,630	1.9	6	96	47
TONIGHT SHOW	VAR	60	M-F	N	5,670	6.6	22	202	98	PRICE IS RIGHT 1	11:00	30	M-F	C	5,760	6.7	26	209	99
US OPN TENNIS HILITES-TUE(S)	11:30	30	TUE.	C	3,520	4.1	13	187	93	PRICE IS RIGHT 2	11:30	30	M-F	C	7,300	8.5	32	209	99
US OPN TENNIS HILITES-WED(S)	11:30	30	WED.	C	3,520	4.1	12	188	93	RYAN'S HOPE	12:00	30	M-F	A	2,580	3.0	11	176	90
US OPN TENNIS HILITES-THU(S)	11:30	30	THU.	C	3,180	3.7	11	187	92	SALE OF THE CENTURY	10:30	30	M-F	N	3,870	4.5	17	160	83
US OPN TENNIS HILITES-FRI(S)	11:30	30	FRI.	C	3,870	4.5	13	183	91	SANTA BARBARA	3:00	60	M-F	N	3,950	4.6	15	196	97
NUMBER OF PROGRAMS	22																		
WEEKDAY DAYTIME																			
ABC DAYTIME NEWSBRIEF-M-F	2:58	01	M-F	A	6,610	7.7	26	204	99	SCRABBLE	11:30	30	M-F	N	4,380	5.1	19	199	97
ABC WORLD NEWS-MORN-615A	6:15	15	M-F	A	1,370	1.6	20	126	81	SEARCH FOR TOMORROW	12:30	30	M-F	N	2,320	2.7	9	149	76
ABC WORLD NEWS-MORN-645A	6:45	15	M-F	A	1,800	2.1	18	179	95	SUPER PASSWORD	12:00	30	M-F	N	3,260	3.8	13	152	74
ALL MY CHILDREN	1:00	60	M-F	A	6,100	7.1	23	210	99	TODAY SHOW-7.30AM	7:30	30	M-F	N	4,040	4.7	25	203	99
AMERICAN TREASURY	3:58	01	M-F	C	4,210	4.9	18	199	93	TODAY SHOW-8.30AM	8:30	30	M-F	N	4,550	5.3	23	203	99

Δ Partial time interruption within program.

◊ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 85,900,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986

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Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	Share %					Households (000)	Share %			Duration	Day			
WEEKEND DAYTIME																			
ABC FUN FIT-8:25AM	8:25	04	SAT.	A	1,550	1.8	14	198	97	* US OPEN TENNIS-SUN.(S)	12:30	330	SUN.	C	3,260	3.8	13	206	99
ABC FUN FIT-11:55AM	11:55	04	SAT.	A	3,180	3.7	15	193	97	WUZZLES	8:00	30	SAT.	C	1,800	2.1	18	193	98
ABC WEEKEND SPECIALS	12:00	30	SAT.	A	2,750	3.2	13	190	95	NUMBER OF PROGRAMS. 47									
ABC WIDE WORLD-SPORTS SAT	4:30	90	SAT.	A	3,950	4.6	13	208	99										
ALVIN AND THE CHIPMUNKS	11:00	30	SAT.	N	5,240	6.1	24	197	99										
AMERICAN BANDSTAND	12:30	60	SAT.	A	2,490	2.9	11	175	87										
ASTRO MINUTE-11.26AM	11:26	03	SAT.	C	2,830	3.3	13	196	97										
BERENSTAIN BEARS	8:30	30	SAT.	C	2,660	3.1	18	195	97										
BUGS BUNNY/LOONEY TUNES-1	9:00	30	SAT.	A	3,520	4.1	20	207	99										
BUGS BUNNY/LOONEY TUNES-2	9:30	30	SAT.	A	4,040	4.7	20	207	99										
DROIDS: ADVENTURES	11:00	30	SAT.	A	2,750	3.2	13	203	95										
DUNGEONS AND DRAGONS	11:30	30	SAT.	C	2,660	3.1	12	182	91										
EWOKS	10:30	30	SAT.	A	3,520	4.1	16	203	95										
FACE THE NATION	10:30	30	SUN.	C	1,980	2.3	9	126	83										
GUMMI BEARS	8:30	30	SAT.	N	2,580	3.0	17	196	98										
IN THE NEWS-11.56AM	11:56	03	SAT.	C	2,580	3.0	12	182	91										
IT'S PUNKY BREWSTER	10:30	30	SAT.	N	4,980	5.8	23	201	98										
KIDD VIDEO	11:30	30	SAT.	N	3,690	4.3	17	180	94										
LAFF-A-LYMPICS	10:00	30	SAT.	A	4,120	4.8	18	201	98										
LITTLES	8:30	30	SAT.	A	2,150	2.5	14	202	98										
MEET THE PRESS	12:30	30	SUN.	N	1,800	2.1	8	175	96										
MR. T	12:00	30	SAT.	N	3,180	3.7	15	145	82										
MUPPET BABIES & MONSTERS	9:00	60	SAT.	C	4,380	5.1	23	205	99										
NBC MAJOR LEAGUE PRE GAME	2:00	18	SAT.	N	4,210	4.9	18	199	99										
NBC MAJOR LEAGUE BASEBALL	2:18	171	SAT.	N	6,100	7.1	23	202	99										
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	2,580	3.0	23	195	97										
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	3,010	3.5	19	195	97										
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	4,980	5.8	22	202	99										
ONE TO GROW ON-11:28AM	11:28	02	SAT.	N	5,240	6.1	24	196	98										
ONE TO GROW ON-11:58AM	11:58	02	SAT.	N	3,260	3.8	15	181	94										
PINK PANTHER AND SONS	8:00	30	SAT.	A	1,370	1.6	14	198	97										
POLE POSITION	12:00	30	SAT.	C	2,490	2.9	12	170	84										
RICHEL RICH	11:00	30	SAT.	C	3,260	3.8	15	196	97										
ROCK N WRESTLING	10:00	60	SAT.	C	4,380	5.1	20	206	99										
SMURFS I	9:00	30	SAT.	N	3,950	4.6	23	203	99										
SMURFS II	9:30	30	SAT.	N	5,150	6.0	26	203	99										
SMURFS III	10:00	30	SAT.	N	5,580	6.5	25	203	99										
SNORKS	8:00	30	SAT.	N	1,800	2.1	18	196	98										
SPIDERMAN AND FRIENDS	12:30	30	SAT.	N	3,180	3.7	15	127	72										
SPORTSWORLD	4:30	90	SUN.	N	3,690	4.3	13	191	96										
SUNDAY MORNING	9:00	90	SUN.	C	3,780	4.4	22	174	95										
SUPERPOWERS TEAM	11:30	30	SAT.	A	2,750	3.2	13	193	97										
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,010	3.5	14	194	98										
U.S. AMATEUR GOLF CHAMP.(S)	4:30	90	SUN.	A	3,010	3.5	11	186	94										
US OPEN TENNIS-SAT(S)	12:30	330	SAT.	C	2,490	2.9	10	207	96										

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